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Fifty Page
"Curse"

MAY 21 1925

a Photoplay in 2 reels
author of Photoplay Serial -
Comedian Phil Sza

5/17/25

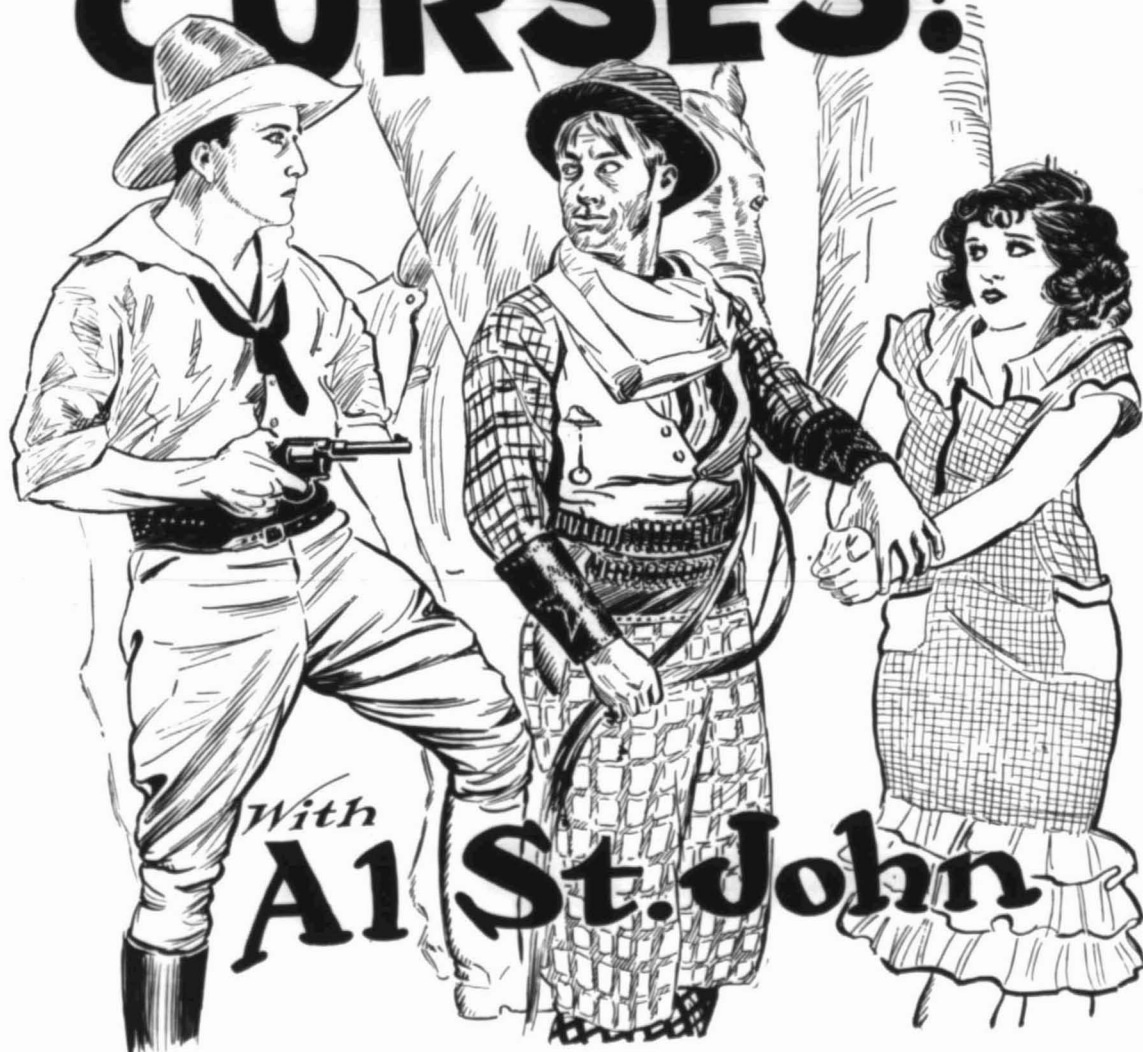
MAY 21 1925

PRESS SHEET

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Tuxedo Comedies

"CURSES!"



With
A1 St. John

Directed by Grover Jones



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

IF THEY DON'T LAUGH AT THIS ONE THEY HAVE FORGOTTEN HOW

"Curses!" a Burlesque Screen Thriller That Will Give Your Patrons a Treat

"Curses!" is one of those comedies that you just can't help laughing at. It is so screamingly funny that it is hard to describe it and if your audiences don't laugh at it, they don't belong in theatre seats. They are cheating the undertaker for they are dead and don't know it!

"Curses!" is a burlesque of the screen-thriller. All the familiar characters of the western chapter play are in it—"Buttonshoe Bill," the villain, a bold, bad, bloodthirsty bandit—"Little Nell," our heroine, loved by man and beast;—"Buckwheat Ben," her father; "Rodney Hemingway," the sun-burned Sheik of the snowy Sierras, a brave and handsome hero—the papers, the plot, rescues—revenge—virtue triumphant and villainy punished. Three side-splitting and thrilling episodes, each with a blood-curdling and side-splitting climax—the hokum situation of the blood-and-thunder melodrama and the screen thriller burlesqued to a point where you—hard-boiled as you may be to screen comedy—will laugh as loud and as long as anyone in your audience.

The Story

Way up in the great Northwest lived Little Nell and her father, Buckwheat Ben. Peace was about the little cabin, but in the hills lurked Buttonshoe Bill, a bold, bad, bloodthirsty villain—a man with two left feet.

It was twelve o'clock in Buckwheat Ben's cabin. Who is that who knocks at the door! Horrors, 'tis Buttonshoe Bill!

"Ever since you were a newsboy," shouts the bad man, "you've had them papers—Now I want them!" Buckwheat Ben put up a pretty scrap, but the bandit K. O.'s him with one blow from a heavy flap-jack snatched from the stove!

Far across the trackless wastes, Rodney Hemingway, the sinewy, sunburned sheik of the snowy Sierras hears the call of a maiden in distress and hurries to the rescue. Will he be in time?

In time, but too late. Buttonshoe Bill throws Little Nell across his saddle, disarms our hero and gallops with her to a sawmill where he lashes her to a log. He turns on the power. Nearer and nearer comes the saw. Will help never come?

Our hero rescues Little Nell from the saw, but he has not escaped Buttonshoe Bill and his minions. The dastardly crew again capture the devoted pair and Buttonshoe Bill personally ties handsome Rodney Hemingway to a tree and rolls a huge rock down the mountain at him. Closer and closer rolls the big rock, threatening to crush to smithereens the brave lad. How can he escape?

Escaped, Little Nell and our hero go again to the cabin, but relentlessly the villain pursues them and besieges them. His dastardly crew of rough-necks bombard the cabin, but to no avail against the stout resistance of



For Electro Order No. 3619-E
For Mat (Free) Order No. 3619-M

the defenders. Buttonshoe Bill grows desperate. With his own hands he pours gasoline around the cabin and sets a match to it. But at last he overlooks a trick. The gasoline can explodes under him, sending him to a well-merited end, and the handsome lover and beautiful Little Nell are free from his dreadful vengeance.

WHAT'S WHAT about "CURSES!"

A Smashing, Crashing, Blood-curdling, Hair raising thriller in three side-splitting episodes;—

- (1) "The Teeth of Death"
- (2) "The Clutching Claws"
- (3) "Saved by A Sneeze"

with

AL ST. JOHN as "Buttonshoe Bill," the world's wickedest and funniest villain!

Directed by Grover Jones

EXPLOITATION

The paper and lobby display prepared on "Curses!" are made in a very melo-dramatic style—and bound to attract attention when shown in your lobby frames.

Give "Curses!" extra consideration in exploiting your show. Include the advance publicity stories in the material sent to your newspapers and do everything possible to work up interest in this comedy, for it is a picture that will be the hit of your show and the picture your patrons will remember.

You can earn a lot of prestige for your house by promising your patrons a crackerjack comedy and then delivering the goods with "Curses!" It is a comedy of special calibre and will be a surprise item on any program.

Use paper, lobby photos and slides liberally. Use the paragraphs in your programs, and the catchlines and "ad" cuts in your newspaper space.

PARAGRAPHS For Your Program

Added comedy attraction—a new-fangled side-splitter that you can't afford to miss—"Curses!" with Al St. John.

Al St. John in a side-splitting burlesque on the serial chapter-play, "Curses!" You'll laugh 'till your sides ache!

In addition to the feature—two reels of the best comedy you ever saw—Al St. John in "Curses!"—Don't miss it!

You have never laughed so hard in your life as you will at "Curses!" the latest Educational-Tuxedo Comedy with Al St. John.

Desperate villains, the beautiful heroine and the handsome hero in one of the funniest comedies ever made—"Curses!" with Al St. John.

SERIAL THRILLS BURLESQUED IN TUXEDO COMEDY

Blood and Thunder of Old Melodramas in "Curses!"

(Newspaper review for use after showing of picture)

All the blood and thunder of the old time melodrama and the screen serial thriller have been so cleverly burlesqued in the Educational-Tuxedo Comedy, "Curses!" now showing at the Theatre that it is one of the funniest comedies that has been on local screens in a long time.

Al St. John has been producing some excellent comedies lately but "Curses!" can be pronounced the best he has ever made. It deserves a place among the leaders of the funny films for it is all "new stuff" and is one hundred percent comedy in spite of the difficulties of untried innovations.

The picture is a burlesque of the serial thriller, introduced on the main title as a "blood-curdling, hair-raising, nerve-wrecking serial in three horrible episodes and two terrible parts—if you take it seriously it's your own fault!" All the characters familiar to the western chapter play are in it—the bad, bad villain, the beautiful heroine and the handsome lover. Three episodes are incorporated in the two reels and they follow the accepted serial practice of ending right at the most exciting moments.

That the experiment is a success is attested by the roars of laughter which greet its every appearance.

AL ST. JOHN IN CLEVER COMEDY

(Newspaper review for use after showing of picture)

Al St. John is starring in one of the funniest comedies of his career at the Theatre in his latest Educational-Tuxedo release, "Curses!"

The comedy has the virtue of being different. It is a burlesque of the popular serial thriller of the screen and very cleverly done with the result that the laughs are almost continuous.

Director and scenario writer have caught the true spirit of burlesque and much thought is apparent in the way the original situations have been carried out. The continuity of the comedy follows the accepted form of the chapter play, with the action going to a tense climax only to be "continued in the next chapter." The picture is divided into three episodes, "The Teeth of Death," "The Clutching Claws," and "Saved by a Sneeze."

COMEDY SITUATIONS MUST BE INVENTED SAYS AL ST. JOHN



AL ST. JOHN
in a scene from
"CURSES!"

For Electro Order No. 3703-E
For Mat (Free) Order No. 3703-M

MELLER-DRAMMER STUNTS IN FILM

(Prepared as advance publicity story)

Nearer and nearer the beautiful maiden was carried nearer the murderous, screaming saw. Would help never come! Just as the whizzing saw cut into her dress—but see the next chapter of the serial and learn whether the maiden was rescued.

That's just one of the stock situations in the screen chapter play with the hero, of course, arriving in time to save the bee-u-ti-ful gal from a horrible death. The situation has thrilled its hundreds of thousands—but now it's going to make them laugh.

Al St. John has made a burlesque-serial, "Curses!" an Educational-Tuxedo Comedy which will be at the Theatre All the old-time thrill-incidents will be burlesqued, with St. John himself playing the deep-dyed villain of the story. He will be seen as "Buttonshoe Bill, the man with two left feet!"

Real Humor is Rare in Real Life, Says Comedy Star

(Prepared as advance publicity story)

That more thought is put in the making of the average two reel comedy than in the same footage of the average dramatic picture is the statement of Al St. John, starring in Educational-Tuxedo Comedies.

St. John is a veteran comedian of the screen. He has been appearing in the funny films for a number of years, his experience dating back to the early days when Mack Sennett was directing Mabel Normand and Arbuckle, so St. John seems to be qualified to speak on the question.

"Dramatic situations are suggested in everything in life" says the comedy star who will be seen in his latest two-reel side-splitter, "Curses!" at the Theatre. "Every newspaper we pick up—nearly every book we read is filled with dramatic happenings which the dramatist needs only to embody in his picture or stage play. Even our lives are filled with dramatic and tragic moments, while the real humor is rare.

"In order to get comedy into a picture, the producers must invent situations and they have few instances in life or literature to guide them. They are more inventive than their dramatist brothers because they have no fund of dramatic experiences or reading to fall back on.

"The next time you see a good comedy, give the producers credit for originality. They deserve it."

NEW COMEDY IS A COMIC THRILLER

(Prepared as advance publicity story)

All the thrills of the serial chapter play are promised in the new Educational-Tuxedo Comedy, "Curses!" with Al St. John, which will be at the Theatre

"Curses!" according to advance information, is a burlesque on the wild and woolly situations which have furnished screen fans with thrills for years. In the comedy these tense situations are said to be cleverly burlesqued and where fans formerly thrilled with horror and excitement at the serious chapter-play, they will roar with laughter at the comedy burlesque. St. John will have a large supporting cast under the direction of Grover Jones.

A WORD TO THE WISE

Here's a tip.

Swing every bit of advertising and exploitation ingenuity you can command on to the boosting of "Curses!"

You've booked comedies before that were "knock-outs"—and discovered that they were world-beaters AFTER YOU GOT THEM ON THE SCREEN—too late to take advantage of the fact. When you get the picture on the screen in front of your patrons, it's too late to advertise. Your selling is all done.

"Curses!" is a surprise comedy. It's one of those pictures that will surprise you and your patrons with its super-comedy. It surprised us and that's why we are warning you to get behind it with everything you've got. Take our word for it—"Curses!" is a riot and you'll regret it if you don't take advantage of it and benefit by it some way.

Go as strong as you like in recommending this picture to your public, for "Curses!" will back up every word you can say about it.

In spite of the balance of your program, "Curses!" is the picture your patrons are going to talk about and the one they are going to remember. By every right it should dominate your advertising the same as it will dominate your entire bill.

Give this comedy more than your usual amount of newspaper advertising space. Make your appeal to the great multitude of comedy lovers by boosting "Curses!" to the skies. You will fatten your box-office receipts and have the satisfaction of hearing a big audience laugh themselves into spasms at the funniest comedy you have shown them in weeks.

If your newspaper space is limited, use the little cuts illustrated below. They are ideal for newspaper use.



One Column by One Inch "Ad" Cut
For Electro Order No. 3704-E
For Mat (Free) Order No. 3704-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3705-E
For Mat (Free) Order No. 3705-M

For Three Column Cut on Page One Order
Electro No. 3706-E Mat (Free) No. 3706-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

Black and White 8 x 10 Photos

(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch, Newspaper
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

A laugh a minute guaranteed in "Curses!" a burlesque melodrama-serial-thriller, with Al St. John.

Two reels of the funniest comedy you ever saw—"Curses," with Al St. John. A complete serial in two reels.

"Curses!" a thrilling, bloodcurdling, smashing, crashing hokum comedy with thrills, chills and a hundred laughs!

Don't miss the hair-raising, bloodcurdling, side-splitting Educational-Tuxedo Comedy, "Curses!" with Al St. John.

It's a Wow!—Al St. John's two reel laughing sensation, "Curses!" a new Educational-Tuxedo Comedy.

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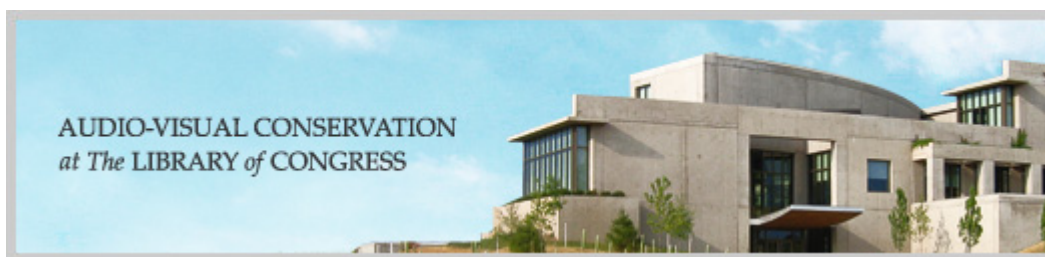
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